PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Nancy Conrad DATE: August 29, 1995

FROM: Amy Friedland

SUBJECT: **Cambridge Advertising Research**

We will be conduct in-depth research to further explore 2 of the campaigns for Cambridge - Diner and Signs. A total of 36 in-depth interviews will be conducted in New Jersey on September 11th and 12th. Respondents will be male/female smokers (12 among males and 24 among females) aged 30-54. Twelve will be among Cambridge smoker, 12 among other discount smokers and 12 among full margin discount dabblers. Each respondent will be exposed to both campaigns.

See the schedule below for the facility and interview times.

Schedule:

Focus Room
285 Grand Avenue
5 Patriot Centre
Englewood, NJ 07631

Phone 201-569-1919
Fax 201-569-8128

September 11th and 12th

10:00am
11:30 am
2:00pm
3:30pm
5:00pm
6:30pm

For each time slot listed above, three interviews will be taking place.

Please let me know if you plan to attend.

cc:
D. Beran
J. Bonhomme
D. Himmel
R. Kligerman - LBCo.
T. Jump - LBCo.
K. Lalley - LBCo.
C. Levy
J. Lichtman
M. Meade - LBCo.
K. Miller
D. Pinsof - LBCo.
M. Tissot - LBCo.

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